

Environmental spy



BSA

CONFIDENTIAL

STAR WEEKLY

TORONTO
APRIL 13, 1940

10
CENTS



CALL OF THE OPEN ROAD

STANLEY AND SON ARE BOTH IN BRITAIN'S SERVICE



CADET MICHAEL CHARLES STANLEY, 18, at work on telegraph post, enlisted in Royal Corps of Signals but did so well he was sent to Officer Cadet Training Unit. "Mick" is son of Rt. Hon. Oliver Stanley



JUST LIKE HIS SON in 1940, Oliver Stanley went into last war as boy of 18. He finished up as gunner major with M.C., Croix de Guerre and mention in dispatches. Today he is secretary of state for war. His fine brain and thorough grasp of whatever subject concerns him have gained respect in House

Enjoy Life!



A NEW DeSoto will add zest to anybody's life. First, because of its beauty, grace and elegance and then for years afterward because of its enduring mechanical perfection. DeSoto owners will enthusiastically endorse its superb engineering, its lasting, smooth performance and its economy of operation and upkeep. Get the surprisingly low delivered price from your Dodge-DeSoto dealer today — then, get in and Drive!

— in an Elegant new 1940

DeSoto

"FAILURE IS UNTHINKABLE"



SOLDIER-SCIENTIST: MAJOR-GENERAL A. G. L. McNAUGHTON



THE CURRICULUM OF WAR teaches Three C's, says the general in an interview with M. H. Halton—Co-ordination, Co-operation and Correlation. These are the keys to victory, the keys, perhaps, to smash a Siegfried Line. . . . "What is made by man can be unmade by man, if he goes about it right"



"NEVER SEND A MAN ON A SHELL'S ERRAND," McNaughton tells The Star's London representative, explaining how shells turned

the tide in the last war, how more shells will bring eventual victory. In civilian life, he is head of National Research Council at Ottawa

OFF DUTY, FILM STARS STILL CHASED BY CAMERAS



BEFORE HE BROKE INTO THE MOVIES with his Latin smouldering-fire temperament, George Raft had danced in nearly every capital in Europe to audiences such as this, photographed at the Cocoanut

Grove, Beverly Hills. Before she won the hearts of fans, Canada's Norma Shearer played the piano before much less select crowds, in dime movie hauses. Now they're among the world's best-known folk



FAY BANTER last appeared on stage in Toronto in "Jealousy," whose only other actor was Melvyn Douglas. She talks to Vivien "GWTW" Leigh and one-time naval recruit Spencer Tracy



BEHIND BEARD grown in hospital following an accident is Joe E. Brown. He is graciously welcoming Mrs. Robert Young to the party while her six-foot actor-husband looks on

MAN BEHIND BRITAIN'S DIPLOMATIC GUNS



CAREER DIPLOMAT is Robert Gilbert Vansittart, chief diplomatic adviser to British foreign secretary, seen here in his library. Sir Robert, called one of Britain's "most important and powerful

men," is only man in world who knows full list of members of British secret service. He started his diplomatic career at 21. Explorer, linguist, scholar, poet, he has written seven plays and eight books

STREET FASHION SCENE, APRIL, 1940



CLASSIC 1940 man-tailored suit in navy with widely spaced pin stripes. Dashing navy felt hat. Gold clip is important for the pocket



EASTER WINDS were chilly so Fashion's parades are just getting into their stride. This bowler brim hat with its crown of white sweet peas deserves a place well up in front. Wisp of navy veil ties up with frock of navy crepe, set off by white organdy



BEIGE AND WHITE, new Spring color-combination, is effectively used in coat and print frock (left). "Carefree" sandals, open at toe and heel, are of cocoa suede. Breton sailor has beige



grosgrain ribbon trim. Gray men's wear flannel suit (centre) has wrist-length double-breasted coat, youthful pleated skirt. Pump with tunnel wedge heel is high note of plaid tailleur (right)



PANNING FOR GOLD IS LATEST CALIFORNIA STUNT



IF IT GLITTERS, it's gold. At least Dorothy Ellers and Rosemary Decamp, Los Angeles radio performers (left), are rewarded



by a few infinitesimal grains after a day's digging and panning. Just a couple of gold-diggers (right) but they do it the hard way



THERE'S A DRIVE-IN gold mine in California near Saugus which welcomes amateur miners at fifty cents per pan. John Selzer, owner of the mine, gives lesson in panning to Dorothy and Rose-

mary, who drove out to the mine, were handed pick and shovel and assigned a "stake." Then they dug and they panned; and they panned and they dug—and paid for the privilege to boot

BIG MERCURY 8 WINS TROPHY IN 1940 ECONOMY CLASSIC!

First in Class in 1940 *Gilmore-Yosemite Economy Run*

306.5 MILES THROUGH SNOW AND SLEET—across mile-high mountain ranges! Battling the elements and steep, winding grades, a Mercury 8 averaged 28.49 miles per Imperial gallon to win first place in its class in the 1940 Gilmore-Yosemite Economy classic.

Yet the Mercury, for all its amazing economy, offers every worthwhile advantage of a big car: spacious interiors, richly upholstered and marvellously roomy; luxurious comfort; an "eider-down" ride; and the thrilling performance you'd expect from the V-type, 8-cylinder Mercury engine!



MERCURY DRIVER ACCEPTS CHAMPIONSHIP TROPHY

Mercury owners weren't surprised at results of the 1940 Economy Run. They had already discovered that this big "eight" is a purse-pamperer—not only on gasoline, but on oil and upkeep!



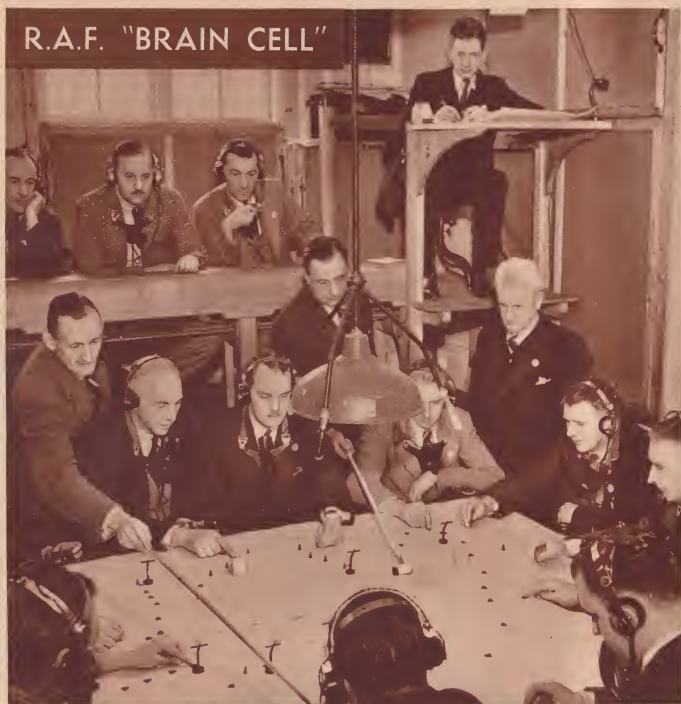
GOING UP! The gruelling course of the Gilmore-Yosemite Economy run climbed 6256 feet above sea-level—a much "tougher" assignment than you'd encounter in normal driving. Each driver was required to carry four passengers.

When a brand-new big car hits the 100,000-sales mark just sixteen months after it's introduced, that's *more* than a record. It's *news!*

Find out why the Mercury won friends so phenomenally fast. Borrow one of these big, high-spirited "eights" from a Ford-Mercury-Zephyr dealer. Give it a real work-out. Then, when you're satisfied this Mercury's a *performer*, check the gas mileage. Mighty easy on the *pocketbook*, isn't it! And what a smooth, level, quiet ride!

Yes sir—here's the motorcar you'd want even if it *wasn't* at the head of its class for economy!

MERCURY 8



R.A.F. "BRAIN CELL"

VITAL TO BRITAIN'S AIR DEFENCE is the work of the Observer Corps. Movements of all unidentified aircraft over or near the United Kingdom are closely followed with counters on the large table. "Tellers" overlooking the table inform R.A.F. commands who can send up interceptor planes



"ENEMY AIRCRAFT APPROACHING!" Warned by the Observer Corps, an ever-alert R.A.F. fighter takes to the air. Observers recently timed an enemy attack on a certain objective within two minutes of actual occurrence. The attackers were driven off by fighters and anti-aircraft fire



Check WINDBURN!

Enjoy outdoor life. Your complexion won't dry out—if you'll use NIVEA Skin Oil. NIVEA contains an exclusive ingredient called Eucerite—a remarkable substance that is almost exactly the same as natural skin-nourishment.

NIVEA will prevent windburn — and help keep your complexion soft
50¢ and lovely. At
90¢ your druggists.



NIVEA
MADE IN ENGLAND

40¢



ADVANCES IN BABY FEEDING

**Earlier Solid Food Feeding
Reported**

The latest advances in the preparation of vegetables and fruits for babies is reported in the recent publication of a 23-page, illustrated booklet on homogenization — new process that makes regular solid food feeding possible at three months and often earlier.

The work of homogenization in breaking up tough fibres and food cells of vegetables and fruits into a fine, smooth, easily-digestible form, is described in this booklet.

Evidence of this special homogenization's superiority over other methods of preparing baby foods is illustrated in reports of clinical and laboratory tests, which show that the digestion of homogenized solids takes place faster than with strained foods.

The information included in this booklet is of valuable aid to mothers in baby feeding. And LIBBY'S—exclusive producers of Homogenized Baby Foods—have made it available on written request. So write today for this free booklet entitled "Your Baby's First Vegetables and Fruits," to LIBBY'S, Chatham, Ontario. If your grocer cannot supply you, send his name. Consult your doctor about feeding your baby LIBBY'S Homogenized Vegetables and Fruits.

B33-40

NEW CANADIANS HELP OLD CAUSE



CHARLES AND GABRIELLE DOBIAS, 16 and 17, are Toronto Czech-Slovaks. Charles played at banquet for Mckenzie King at age of nine and the premier said: "I see in you another 'Sevick' (famous Czech-Slovak violinist). Canadian Czech-Slovaks send war help to France where their soldiers fight



IRINA LEHRMAN, Toronto art model, is another new Canadian artist. A talented pianist, she was born in Russia. Nine years ago her family fled the Communist regime. Irina and other refugee artists play almost nightly in aid of war charity and Europe's refugees

—Photo by Pasquale D'Angelo, Toronto

Birthday Gifts GUARANTEED for LIFE by Parker



Matched Vacuumatic Pen and Pencil Set in lovely Jewel case, \$8.50 to \$15

Gorgeous Gifts, too, for Confirmation, Weddings, Prizes, or to Cheer Convalescents

When you give the luminous Laminated Pearl Parker Vacuumatic—Guaranteed for Life by Parker's Blue Diamond—you make yourself warmly remembered for life by a Gift that the owner will use continually and cherish for life!

In all the world there is not another Pen like it. For one thing it contains NO rubber ink sac or piston pump like ordinary pens. It has, instead, a revolutionary Diaphragm Filler sealed in the top—thus provides nearly twice as much room for ink as old sac styles.

Due to its patented Television barrel, when you hold this shimmering, streamlined Beauty to the light, you SEE the level of ink at all times. The Point is 14 K Gold, tipped with Osmiridium—at smooth as oil!

All good pen counters are now demonstrating. To show your true affection, give the red thing. The Parker Fountain Pen Co., Limited, Toronto.

◆ Pens marked with the Blue Diamond are guaranteed for the life of the owner against everything except loss or intentional damage, subject only to a charge of 5% for postage, insurance, and handling, provided complete pen is returned for service.

Major Vacuumatic (illustrated) or DuQuinite, \$8.75; Junior or Sub-Deb, \$5



"ONE HAND" FILLER

Pens \$5 to \$10

Pencils to match \$3.50 to \$5

Parker
VACU-MATIC

Why Risk his Feet?



Hurlbut Pussyfoot Shoes will protect those soft young feet and give them space to grow naturally. The Hurlbut last is scientifically designed to provide a natural tread that gently exercises the growing foot and does not weaken normal muscles with unnecessary supports. Be sure to get the genuine Hurlbut distinguished by the crest shown below, and made by the Savage Shoe Company Limited, Preston, Ontario.



HURLBUT

The Hurlbut Way



PUSSYFOOT SHOES FOR BABY

is Nature's Way

FRENCH MOROCCO CAN DEFEND ITSELF



TRIPLE WEDDING of Pasha's sons in Marrakesh, French Morocco, was occasion for dazzling display of Oriental pageantry. Subjects of Pasha journeyed to Marrakesh in caravan. At Ouarzazate, dancer with two daggers (above) performed native dances. People of Morocco are for most part Islamized Berbers; many are nomads. A French protectorate since 1912, it has a population of 4,229,000



LOCAL ADMINISTRATION in French Morocco is in hands of native pashas and French controllers, who are military commanders, administrators, judges and advisers — all in one. Fortified post in Ouarzazate (above) houses ministry for native affairs. Morocco saw fighting in 1914-18 and tribesmen are ready for today's eventualities. Physical features of the country greatly favor the defenders

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British Columbia

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NEW TO THE LOWEST PRICE FIELD

NONE OF THE "OTHER THREE"
CAN EQUAL IT IN
SAFETY!



Only car with Patented Double-Safe Hydraulics . . . two braking systems from one foot pedal. If hydraulics ever fail (as they can in any car through accident or service neglect) you just push farther on the same foot pedal and STOP. One of many great safety features found only in Hudson!

NONE OF THE "OTHER THREE"
EVER PROVED SUCH
ENDURANCE!



20,000 miles in 12 days, in an official test under A. A. A. Contest Board supervision. No other stock car at any price ever survived such a torture test of endurance! Here's proof of the long life and freedom from repairs that are a source of constant satisfaction to Hudson Six owners.

NONE OF THE "OTHER THREE"
EVER EQUALED IT IN
ECONOMY!



No other full-sized car ever went so far per gallon of gas . . . 40.82 miles per Imperial gallon, in an official 1000-mile test on Bonneville Salt Flats, Utah (with overdrive and optional rear axle ratio). Even in ordinary "stop-and-go" driving, which of course uses more gas, Hudson Six economy will amaze you.

. . . and these are only 3 of the many reasons why

THIS NEW HUDSON SIX

IS THE MOST AMAZING LOWEST PRICED CAR EVER BUILT

No other car in the entire lowest price field can give you the proof of safety, endurance and economy that Hudson gives you in the facts presented above.

Add style and beauty that are capturing the hearts of motorists everywhere; add roominess and luxury that are equally outstanding . . . and you have more of the reasons why so many 1940 buyers are breaking the "other three" habit, and changing to Hudson.

But neither pictures nor words can give you more than a hint of what to expect at the wheel of a Hudson Six. We invite you to do what thousands of experienced, hard-bargaining buyers have done . . . DRIVE IT, and convince yourself.

Try out its 92 eager horsepower. See how smoothly a lowest priced car can ride . . . how easy it can be to handle. Check its economy. Discover what "safest" really means.

Why not take this 92-horsepower Hudson Six over a route you travel daily . . . and compare it with the car you're driving now? We're confident you'll enjoy the best 30 minutes you ever spent in an automobile.

LOW PRICES . . . STARTING AT

\$900

*delivered in Tilbury, Ont., including Government taxes, not including local taxes, if any. Low-time payment terms. Prices subject to change without notice.

**1940 WINNERS IN EVERY
POPULAR PRICE CLASS**

New HUDSON Six, most amazing lowest priced car ever built, starting at \$900*; new HUDSON Super-Six, starting at \$1178*

New HUDSON Eight and HUDSON Eight De Luxe, Canada's lowest priced straight eight, starting at \$1244*

New HUDSON Country Club Sedans, luxury sensations of the year, starting at \$1458*

Car shown at top is Hudson Six Touring Sedan, \$1031, delivered in Tilbury, Ont., (white sidewall tires extra)*

**NOW ON
DISPLAY**

the finest selection of
Congoleum Patterns ever offered!



KALISTAN — No. 543: This authentic Oriental pattern sets new high standards in richness of colour and beauty of design. Don't fail to inspect this gorgeous pattern! modern, Continental is the perfect answer.



SHELTON — No. 496: This smart pattern is in key with the very latest decorating trend. Its fascinating design and arresting colour contrast set a delightful new tempo.



SINGTU — No. 547: Here's a rug in the smart new blue colouring that has decorators agog. Note how the leaf background is cleverly relieved by the flowers.



NOMAD — No. 652: The rich Sienna marble effects of this rug offer interesting possibilities when used with contrasting walls. Also made in scatter rug sizes.



LORRAINE — No. 514: Think how effectively you can reflect the colours in the border of this rug in gay modern furnishings! Ideal for any room in the house.



CARNIVAL — No. 419: Newest of the new in smart modern textured design. The gay colours will harmonize or contrast beautifully with countless colour schemes.



GRANTHUM — No. 508: Here's another beautiful textured effect. With its unobtrusive background, it adapts itself perfectly to almost any furniture or decorative scheme.



HYANNIS — No. 424: Here's a smart pattern in the new leaf design. Note the tone-on-tone of the light and deep beauty, it is also extremely practical.



Why not measure up each room now? Then visit your dealer and see for yourself how little it will cost to have new floors throughout your home. Meanwhile, mail the coupon below for our latest booklet on beautifying your home. It contains many helpful hints on home decoration.

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Please send me your free illustrated booklet
on Home Decoration

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CANUCK BOMBERS WRECKED NAZI BASE



AIR RAID ON SYLT. Royal Air Force bombers, including many Canadian fliers, descended on the Nazis' island seaplane base, and in seven hours of bombing gave effective reprisals to an abortive raid made earlier by German airmen on northern Britain. Above, an artist's impression of attack



BACK FROM THE RAID on Germany's North Sea stronghold, the crew of a British bomber is welcomed by the ground crew. Even while this plane landed others were still swooping low and raining high explosives on Sylt. Flier Wilfred Lewis of Welcame, Ont., described the raid in a radio broadcast and casually told how he had dropped his bombs with deadly effect



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FOR DULL DRY HAIR

Beauty experts recommend oil treatments for hair that has lost its gleam and suppleness. That's why thousands of women use Mar-o-Oil shampoo—it gives you an oil treatment and an oil shampoo of the same time! For Mar-o-Oil is made of fine vegetable oils—lubricates as it cleans! It does more than merely wash away surface dirt... penetrates the very base of the hair shafts and gently rubs away dirt, waste, loose dandruff flakes. Leaves hair radiantly clean and lustrous... soft and easy to manage. Get a bottle at any drug, department or 1c store... or ask your hairdresser for a

Mar-o-Oil SHAMPOO



RE SATISFIED or Money Back!
We are certain that you will like Mar-o-Oil far better than any shampoo you have ever used — so confident we will refund your money in full if you are not entirely pleased after using half your first bottle. Just return the unused portion to BEAUTY INDUSTRIES LTD., Hamilton - Toronto

Louise Barnes Gallagher
famous American designer,
says: "You may have a
'lovely' figure, but that doesn't
mean you've a 'fashionable' fig-
ure, as well. Corseting is
the safest, surest way to
its achievement."

Whatever your type... Grecian,
Renaissance, Parisienne, Egyptian,
Empire, Mayan Age or Debutante...
your special Flexees will mold you to
the "fashionable" ideal... It's wait-
ing for you now, at your favorite store.
Girdles and Combinations \$5 to \$15



Flexees

COSTUME BY LOUISE BARNES GALLAGHER

MISS BETTY McLAUGHLIN, lovely fashion model,
is a perfect "Parisienne" (full bosom, average
waist and hips) figure type... but Flexees trans-
forms her to the "fashionable" figure type of today.

**FLEXEES, 417 FIFTH AVENUE
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THE WORLD'S LOVELIEST FOUNDATIONS

GREEK INDEPENDENCE IS GUARANTEED BY ALLIES



GREECE IS PRO-ALLY in the war, having guarantees from Britain and France. At left, residential palace of the governor at Rhodes, a playground, off Greece, on the Anatolian coast. At right, Corinth ship canal which connects the Gulf of Corinth with the Gulf of



Aegina. It is four miles long, 70 feet wide, 26 feet deep, took 12 years to build and was completed in 1893 at a cost of \$5,000,000. It has no locks and reduces the distances from Adriatic ports by 175 miles and from Mediterranean by 100 miles

HOMICIDE in a Handkerchief!

Handkerchiefs may be germ-carriers. Wash all family linen hygienically clean. Add "LYSOL" to your laundry water



1. DISINFECT ALL LAUNDRY: Use "Lysol" in every tub of laundry, especially important when there is sickness in the family. Any linen that comes in contact with the body can be a germ-carrier. Soak all sick room towels, handkerchiefs, undergarments, bedding, etc., in "Lysol" solution before washing. See directions with every bottle.



2. DISINFECT BATHROOMS: Warm, moist bathroom floors are favorite breeding places for ringworm infection ("Athlete's Foot"). Always be sure to disinfect as you clean—with "Lysol" solution.

—AND ALL DISHES AND UTENSILS: Don't spread infection to other members of the family. Disinfect all dishes, tableware, fever thermometers, sick room utensils, toys, etc., with "Lysol" solution.



In raw weather... when there is sickness about... and especially where there are children in the household — disinfect with "LYSOL."

"LYSOL" is used in more homes and hospitals than any other disinfectant, to help maintain hygienic cleanliness.


"Lysol" is always uniform and efficient. Economical because it is so concentrated (you dilute with water). "Lysol"—unlike some disinfectants—does not lose its germ-killing power when the bottle is left uncorked. On sale at all drug counters. Complete directions with every "Lysol" bottle for many protective uses.



3. DISINFECT HANDS: Always keep a bowl of "Lysol" solution in the sick room—especially important in cases of disease that demand strict quarantine. Disinfect hands in solution before leaving the room.



4. DISINFECT ALL WOODWORK: "Lysol" solution should be used in all house cleaning. This is doubly important when there is sickness. Wipe down walls and woodwork with "Lysol" solution. Use for washing windows and floors.



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PASTE THIS COUPON ON A PENNY POSTCARD—

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9 Davies Avenue, Toronto, Ont.

Please send me the book "Lysol vs. Germs," with facts about feminine hygiene and other uses of "Lysol."

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GLAMOUR VS. SOCIAL REGISTER



PROFESSIONAL MODELS were riled at debutantes and young society matrons acting as mannequins at a recent New York spring fashion show. So they formed a picket line (above), carrying banners disparaging the society models (below). "Down With Debs—That's Our Mission," the professionals cried, while claiming better figures and legs than the society girls'



Smart FROM THE GROUND UP

● Ritchie Shoes are built to exceeding specifications that keep them ship-shape and comfortable over a long course of steady wear. Perfect fit provides snug ankles and heels, gently braced arches, plenty of toe room. For finest quality at a reasonable price, ask for Ritchie Shoes.



Ritchie
CANADA'S
Smartest
SHOES FOR MEN
\$6.00 to \$8.00

RITCHIE FLEXIBLE SHOES \$8.50
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LE GANT* STA-UP-TOP*



"Hello! Corset Department? My daughter says I look much better in my new Sta-Up-Top Le Gant. It does give me a slender waist, and it's so comfortable! Send me another just like it, because I wash my corset often. I'm glad she sent me to you!"

Like all Le Gants, a Sta-Up-Top is "the corset that's different" for it has the comfort of elastic with the control of cloth.

At Better Shops

"Sta-Up-Top" and other Le Gants, \$5 to \$35

(A'lure, the s-c-c-c-c-c-c-c-c-c line, \$1.50 to \$4.50)

Parisian Corset Manufacturing Company Limited
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Also makers of

NATURE'S RIVAL

*Registered

Bras, Girdles and Corsets
FOR FIGURE BEAUTY AND COMFORT

WONT
RIDE
UP



COIFFURES ARE CASUAL NOW



SIMPLICITY IS THE KEYNOTE for 1940 coiffures. This style is favored as it is adaptable to casual or more dressy occasions. The top hair is brushed pompadour fashion at the temples with a becoming backward effect



PROFILE OF THIS NEW CASUAL STYLE shows how the hair is brushed up and off the face on either side and caught with combs. Soft curls frame the face and the longer hair brushes into a modified page-boy bob



Do as your dentist does when he cleans your teeth—use **POWDER**

**100% CLEANSING PROPERTIES
NO ACID, NO GRIT, NO PUMICE
OUTLASTS TOOTH PASTE 2 TO 1**

The big job a dentifrice has to do is *clean the teeth*. That's why your dentist almost always uses **POWDER**—to clean and polish the teeth more quickly, and to leave them more naturally white.

Dr. Lyon's Tooth Powder is **ALL POWDER**, with 100% cleansing properties—a special dental powder developed for **HOME USE** by a distinguished practicing dentist. Free from all acids, grit or pumice, it cannot possibly injure or scratch the tooth enamel. For over 70 years dentists have prescribed Dr. Lyon's

Tooth Powder for the way it cleans and brightens dull, dingy, film-coated teeth. It leaves your mouth refreshed, breath sweetened—does all any dentifrice can do to keep gums firm and healthy and teeth sparkling, with the least possible chance of decay! As a neutralizer in acid mouth conditions, Dr. Lyon's is just as effective as Milk of Magnesia.

Even a small package of Dr. Lyon's Tooth Powder lasts twice as long as a tube of tooth paste—so it's not only more efficient, but more economical to use.

**DR. LYON'S
TOOTH POWDER**



can't be seen—

Her head is aching so badly she simply can't face friends today.

Lately it seemed there was seldom a day without a headache that made her feel miserable.

Mrs. Greene has probably never thought that a faulty kidney condition might be the cause. If she had, she would likely have been taking Dodd's Kidney Pills long before this.

And would likely have been welcoming her friends today instead of turning them away. Poor Mrs. Greene.

"GROW MORE FOOD!"



"THE PLOW CAN INSURE us against defeat!" states David Lloyd George. "Use the land," he urges, "to grow more food, for the last great war was won—and lost—in the larder."



THE PLAYING FIELDS of England are being converted into vegetable plots as part of the country's wartime agricultural campaign. Here are Essex schoolboys digging up their football field

IT WAS DAVID LLOYD GEORGE who in 1917 insisted that not one square inch of cultivable British land should be wasted, thus saving the country from serious food shortage. Now the former wartime prime minister is again raising the cry, "Grow More Food!"

LIPS LIKE THESE NEVER GO BEGGING!



Romance comes to the mouth that's kissable—the mouth that's soft and young, the mouth that uses Michell!

Some lipsticks make lips lined and dry. But oil the difference with Michell! It keeps lips soft as a baby's. The heavenly shades bring out the beauty of your skin, the depth of your eyes, the loveliness of your teeth. Michell Lipstick is a balanced lipstick. It spreads evenly—gives a feeling of freshness. Discover Michell for yourself.

SEVEN ENTHRALLING SHADES
Blonde • Brunette • Cherry • Vivid
Cyclamen • Raspberry • Scarlet
Slate De Luxe • Large • Popular

WHICH IS YOUR SHADE?

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LIPSTICK

SPECIAL INTRODUCTORY OFFER

60¢ Value for 25¢

Send 25¢ stamps or coin and back will come 4 trial lipsticks (each valued at 15¢) in 4 entrancing shades. Check the coupon for the Blonde or Brunette assortment. Try them all. Decide for yourself which is your shade.

Harold F. Ritchie & Co., Ltd., Sales Agents for Canada, Toronto, Canada.

Enclose 25¢ for the introductory special to:

4 Michell Lipsticks ☐ Brunette ☐ Blonde

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GARDEN BARGAIN

ACT QUICKLY!

70¢ WORTH OF SEEDS FOR ONLY 15¢

For 5¢ Pearl Soap

Scarlett O'Hara and Heavenly Blue Morning Glories

Imperial Larkspur, Giant Zinnia, Globe Portulaca

For 5 packages, send 5 Pearl Coupons and 15¢ to Pearl Soap, Dept. 15A, 692 Colburn St., Montreal.

Helens House of Cosmetics

364 Danforth GE. 6483
350 Yonge St. AD. 1819

Canadian Nature

This 16 monthly magazine contains 48 pages of nature stories, photographs, drawings, color plates. Children's stories, blue printing, project planning, nature walks, teaching methods. Good for schools, libraries, clubs, etc. Send for yours. Check our coupon. Canadian Nature, 177 Jarvis St., Toronto, Canada.

LONE STAR-LET

TEXAN BEAUTY who can rope and brand a calf, is Ann Morriss. Ann hails from Dallas, is blonde with green eyes. She has just completed a picture called "And One Was Beautiful"—you guess which one!



Free!
5 different shades
PRINCESS PAT
FACE POWDER

• See in your own mirror how much more beauty **PRINCESS PAT** almond base face powder gives your skin—observe the smart, modern, youthful shades—note how much longer Princess Pat face powder stays on.

MAIL THIS COUPON

GORDON GORDON LTD. DEPT. C-440
485 KING STREET WEST, TORONTO 5.
I'd like to try Princess Pat powder. Please send me—free—3 different shades.
This offer expires July 1st, 1940.

Name: _____

Street: _____

Province: _____

In U. S. A. Princess Pat, Ltd., Chicago



For ALL
ENAMEL
PORCELAIN
also
Pots and
Pans

Grease is the basis of dirt. With BAB-O, you simply wipe the dirt off, leaving the surface with a brilliant lustre. And BAB-O is kind to your hands.

QUICK • EASY
Grease-Dissolving CLEANSER

Test in "DAVID HARBUR"
Monday thru Friday, 11 to 11:15 a.m.,
Eastern Daylight Time, WMBR.

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IRIUM brings dazzling white beauty to Dull Dingy Teeth

OF ALL TOOTH PASTES AND POWDERS

ONLY PEPSODENT CONTAINS IRIUM

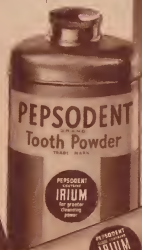
• If you want your teeth to sparkle and gleam with all their full natural radiance... insist on IRIUM.

You see, the form of dentifrice you select doesn't make the big difference. It's what's *in* it that does the work. That's why Pepsodent should be your choice. Because only Pepsodent Tooth Paste and Powder give you the Plus Value of IRIUM.

See how IRIUM, the sensational,

patented, more effective ingredient in Pepsodent flashes into safe action. Ugly surface stains disappear from teeth—safely—in short order. Your reward will be the "Come-Closer" Smile you've always wanted.

Pepsodent contains No Grit, No Pumice, No Bleach... Proved Safe for Tooth Enamel!



BOTH CONTAIN IRIUM
KNOWN TO THE DENTAL PROFESSION AS
PURIFIED ALKYL SULFATE



**BOTH PROVED SAFE
FOR TOOTH ENAMEL**



NAVY PROTECTS BRITISH FISHERMEN



THE ROYAL NAVY has a special branch of the service to protect British fishermen. No foreign boats are permitted to lay nets or trawl within three miles of the coast. Above, view aboard the fishery protection cruiser Penzance, sailors inspecting the four-inch gun which hots escaping craft



● The thrilling climax to the first Stanley Cup play-off game between Toronto Maple Leafs and Chicago, March 19, 1940. Syd Apps demonstrates how it feels to score the winning goal in a little more than six minutes overtime. The red light has flashed, the game is over, the crowd goes wild. Toronto wins 3-2.

Jointly and Singly... the Maple Leafs recommend ALKA-SELTZER!

● When a group of athletes in top physical form recommend a product, that product must have real merit. During the past hockey season members of the Maple Leafs used Alka-Seltzer for headaches, cold symptoms, nervous, upset stomachs and muscular aches. Jointly and singly and without exception, they are loud in their praise of Alka-Seltzer. These men watch their diet. They are physically fit. But those advantages are offset by travelling a lot, getting overheated, overexcited, and so their recommendation of Alka-Seltzer should mean a good deal to you—whether you are man or woman, in the home, an office, a factory or on a farm.

● Alka-Seltzer does two things. It relieves pain, then combats the cause of ailments associated with excess gastric acid. Try Alka-Seltzer. You'll like this sparkling solution and the prompt relief. It is not a laxative—convenient to take any time, anywhere.

At All Drug Stores
30c and 60c
Three times the number of tablets in the large package.



Alka-Seltzer

EFFERVESCENT ANALGESIC ALKALIZING TABLETS



HAWES' FLOOR WAX

Canada's Favorite

DON'T LET
"MID-SECTION SAG"
MAKE YOU LOOK OLDER
Join the
"STREAMLINED 40'S"



STAY
YOUNGER
LOOKING
with

BRACE UP WITH
The Bracer
MADE BY
BAUER & BLACK LIMITED

The truth about CORNS.

WHAT CAUSES THEM—
HOW TO GET RID OF THEM



● CORNS are caused by pressure and friction—often become large and painful. Home paring only gives temporary relief—means risk of infection.

Now you can remove corns easily. Just put a Blue-Jay plaster over the corn. Felt pad (C) relieves pain quickly by removing pressure. Special medicated formula (D) acts on the corn, gently loosens it so it can be lifted right out. Then, simply by avoiding pressure and friction which caused your corns you can prevent their coming back. Get Blue-Jay today—25¢ for 6.

BAUER & BLACK **BLUE-JAY CORN PLASTERS**

QUINTS GET GARDENING URGE



BULBS AND FLOWER-POTS take precedence over toys in the Dionne nursery these days. Nearly six years old, the ever-curious quintuplets have surprised their elders with the extent of their nature knowledge and are being given every opportunity to further this interest by planting bulbs indoors in pots. Now they are eagerly awaiting warmer weather so that they may get busy outside in the nursery garden with rakes and watering cans. Annette (left) is well prepared. Top, from left to right: Annette, Emilie, Yvonne, Marie and Cecile

PROTECT Your Baby with This Pure Soap



Doctors say that baby's delicate skin requires a soap especially blended of the very purest ingredients. Such a soap is Baby's Own . . . a soap of such precious purity that it has won the confidence of generations of doctors and nurses . . . and mothers. Baby's Own Soap is gentle . . . soothing . . . free from any irritant. Look for the Baby's Own baby on the new package.

*"The
Beauty soap of precious purity"*

**BABY'S OWN
SOAP**



Coffield WASHERS

Sparkling beauty . . .
effortless wash days
... exclusive features
... that's what the
COFFIELD Washer
gives you - plus the
COFFIELD seal of
"Certified Quality"
backed by Canada's
leading appliance
testing institutes.



There are Coffield "C.Q." Electric and gasoline powered models for every requirement. See your COFFIELD dealer, today, or write.

THE COFFIELD WASHER COMPANY LIMITED
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**Coffield
"CQ" WASHERS**
FOR *Care-free* PERFORMANCE

CANADA'S SUGAR SUPPLY ASSURED



IN THE FIRST DAYS OF THE WAR, Canadians took about 30,000,000 extra pounds of sugar off the market as memory of last war's soaring prices caused a "run." Ottawa ended hoarding and profiteering and assured an adequate supply at only trifling increased cost. Above, Cuban youngsters sample the crop; (below) professional cutters



CANADA'S BEET CROP accounts for over 100,000,000 pounds of her sugar needs, but much of it comes from Cuba where the crop is now being harvested. Dorky cutters hope for better wages and never worry about overproduction



Druggists Recommend Raz-Mah for

ASTHMA



Ask your Druggist for a 50¢ or \$1.00 box

Wouldn't you be happy, too, if after ten or twelve years of constant suffering from the choking, wheezing and fighting for breath of asthma, and the violent coughing of chronic bronchitis, you rediscovered complete health? That was the experience of Mrs. M. Anderson, Brantford, Ont. Templeton's RAZ-MAH brought her relief. "I have not suffered at all since taking RAZ-MAH, either from asthma, hay fever or chronic bronchitis," she writes. Try RAZ-MAH now. Relief from \$1 worth—or money back.

For Asthma, Bronchial Cough, Chronic Bronchitis, Hay Fever—use Templeton's RAZ-MAH Capsules

Rennie's Seeds
THE FINEST IN THE LAND

CATALOGUE FREE!
WRITE FOR YOUR COPY TODAY

Wm. RENNIE SEEDS Limited
TORONTO - CANADA

MOTHS WILL NEVER EAT THIS SUIT



YESTERDAY Bill Johnson bought this \$45 suit. When it arrived, Mrs. Johnson immediately sprayed it all over with LARVEX. That took only a few minutes and cost less than a single "pressing"—yet gave Bill's suit the positive LARVEX protection against moth damage that has been used for years by leading woolen mills, laundries and dry-cleaners.

As a result of spraying all their clothes—old and new—once a year with LARVEX, the Johnsons will never find a moth hole.

WHY NOT?

Because moths starve to death rather than eat LARVEXed clothes, sofas, rugs and drapes... and there's no odor, no wrapping, no storing away! Your woollens are protected against moths for an entire year and not even dry-cleaning will impair this sure protection!

And LARVEX is inexpensive—only 83¢ for 16 ozs., \$1.29 for 32 ozs. So it costs less than a single pressing to mothproof a suit for a whole year with LARVEX. At all drug and department stores. LARVEX, Ste-Therese, P.Q.

LARVEX IS DIFFERENT . . .

QUICK!

A few minutes with LARVEX will mothproof a woman's coat for 12 months.

CHEAP!

7¢ worth of LARVEX will mothproof your expensive up-holstered chair.

EASY! The LARVEX sprayer gives a continuous spray—so simple a child can use it.



SURE!

See this spectacular display at your Larvex dealer's. A covered dish showing treated and untreated cloth with live moth worms. Proof right before your eyes that moths won't eat larvae on Larvexed material.

LARVEX

ONE SPRAYING MOTHPROOFS FOR A WHOLE YEAR



DAVENA POLLOCK teaches art at Niagara Falls Collegiate and Vocational Institute. She attended O.E.A. convention in Toronto and studied model of Camarvon Castle made by Toronto Central High School of Commerce pupils, and displayed in University College



ROY WADDELL, 13-year-old puppeteer and pupil of Bedford Park public school, Toronto, performed at O.E.A. convention

PLANTERS
COCKTAIL PEANUTS

VACUUM PACKED ALWAYS FRESH
MAKE A GOOD BEVERAGE TASTE BETTER

LIBERTY *Maraschino* **CHERRIES**

*Lovely TO LOOK AT
... Delicious TO EAT*

Colorful and appetizing, Liberty Maraschino Cherries delight the eye and tickle the palate, too. They brighten colors, add, jellies and add a new tang to beverages.

*Win admiration! be hosiery happy
as the day is long—
wear*

Phantom
Hosiery

For many thousands of discriminating women, the days of hosiery experiments are over. These are the women who have discovered the delightful combination of sheerness, leg-flattering style and feeling of luxury embodied in PHANTOM Hosiery—at no extra cost.

Distinctive styling, Jacquard knitting and streamlined fashioning give visible evidence of your excellent taste when you wear PHANTOM Hosiery. Enjoy that "cared-for" feeling you can't get any other way. Every pair is guaranteed to give satisfaction in size, fit and quality. Get a few pairs of PHANTOM Hosiery from your dealer today. Every pair of superb quality.

\$1.00

Phantom Hosiery

NATIONAL HOSIERY MILLS LIMITED, HAMILTON, CANADA

ASK THE SALESGIRL ABOUT THE PHANTOM 1940 PARADE OF FEATURES

ON FRANCE'S HIGHROAD TO EAST



HYDROPLANE ALIGHTS at Corsica's air base. All great European powers have vital interests and strategic fortified naval and air bases in Mediterranean. This inland sea is world's highway and "life-line" of British and French empires. Of recent years, Il Duce has come to look upon it as "Mare Nostrum." In event of open conflict, British air fleets could operate from French bases



THE LITTLE CORSICAN was born at Ajaccio, Aug. 15, 1769, year after Corsica's reunion with France. Napoleon's Grotto, at Ajaccio, is shown above. France depends upon North African colonies for manpower to make up difference between French and German population — 42,000,000 and 75,000,000 respectively. Corsica's air base is one of the strategic points counted upon to keep the line open

*Calcium
Chloride
Ends
Dust!*

ON GRAVEL ROADS

*usually
without
extra cost!*

... as it pays for itself
by saving gravel other-
wise blown away as
dust.

Also Ends Dust on DRIVE-
WAYS, TENNIS COURTS,
PLAYGROUNDS, ETC.

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ACOUSTICON**

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FREE BOOKLET ON REQUEST

**I WAS ALLERGIC
TO CARS**



I knew what would happen when I got home,
but a car made me see red. I might not
be here today if the Mistress hadn't picked
up a free copy of the Sergeant's DOG BOOK!
The DOG BOOK told her a real system for
stopping me — and it worked!



That DOG BOOK is required reading for any
dog's family. It's full of expert information
on feeding, training and how to tell and
treat dog ailments. It's free to dog owners
of drug and pet stores — or with this coupon.

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Please send a free Sergeant's DOG BOOK to:

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FROLICKED FOR CAMP FUNDS



TWO MONTHS' REHEARSAL went into "Farmer Brown's Frolic," presented by the York Junior Cradleship Creche to raise summer camp funds for Toronto children. Costumes of the chorus—former debutantes—were in western and country style as witness Mrs. James Fairhead, above; Miss Mary McParland



it's you
An Enchanting
Perfume
by *Elizabeth Arden*
Subtly becoming your
own personal fragrance,
this enchanting new perfume starts an
exciting theme of loveliness... com-
pleted in colour by the amethystine. It's
You make-up. Perfume \$6.50 to \$45.
Make-up: lipstick, \$1.50; cream rouge,
\$1.35 and \$2.20; nail polish, \$1.10.
At Smartest Shops



WILL GIVE YOU THAT LONG TORSO LOOK

You'll want that "long torso look" for your suits and frocks this Spring and Gossard's "MissSimplicity" will achieve it for you. This expertly designed garment, with its exclusive cross-over back control feature, gently lifts the bosom and molds down through a well-defined waist to a smoothly curved hipline—without sacrifice of one iota of comfort.

The GOSSARD Line of Beauty

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WE'RE LAVISH WITH OUR CREAM!

That's why this is the
Cream of Cream of Tomato Soup

WE decided that Cream of Tomato Soup
as creamy and thick as the finest homemade
soup you ever tasted! And so we're positively
prodigal with the cream! First we prepare a
smooth purée of Heinz prize "aristocrat" to-
matoes. Then this is blended with finest ori-
ginal spices. Like all 18 Heinz Home-style
Soups, Heinz Cream of Tomato is ready to heat
and serve. You'll be delighted with its flavour!



Heinz HOME STYLE SOUPS

GLORY TO COOKING!



THERE'S glory for the cook who
uses Heinz Tomato Ketchup
in stews and gravies. This spicy
sauce is a blend of Heinz toma-
toes, Heinz Vinegar, and finest
spices. A fraction of a penny's
worth flavours an entire dish!



Heinz TOMATO KETCHUP

BEANS BAKED*
the way you like them!



57

*** ALL OVEN-BAKED BY HEINZ**

THANKS to Heinz, you can enjoy
beans the way you like 'em
best—really oven-baked! Heinz
chefs select the world's choicest
beans—bake them long hours in a
hot, dry oven—till every little
nugget is golden-brown, tempting
and meaty.
Next the beans are drenched with
a generous benediction of the most
delicious, mouth-watering sauces
you ever tasted! For, to please all

preferences, Heinz Oven-Baked
Beans come to you four ways:
(1) in molasses sauce with pork;
Boston-style; (2) in tomato sauce
without pork—vegetarian style;
(3) in tomato sauce with pork; and
(4) in their own sweet sauce—red
kidney beans.

Serve an inviting, invigorating
Heinz bean supper tonight. Take
your pick of the four kinds. They're
all oven-baked—all delicious!



Heinz OVEN-BAKED BEANS

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